

<i>SERFF Tracking Number:</i>	<i>AULD-128037740</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>State Life Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>I-23636</i>		
<i>TOI:</i>	<i>L07I Individual Life - Whole</i>	<i>Sub-TOI:</i>	<i>L07I.101 Fixed/Indeterminate Premium - Single Life</i>
<i>Product Name:</i>	<i>Asset Care III Hour Glass Worksheet</i>		
<i>Project Name/Number:</i>	<i>Asset Care III Hour Glass Worksheet/I-23636</i>		

## Filing at a Glance

Company: State Life Insurance Company

Product Name: Asset Care III Hour Glass Worksheet

SERFF Tr Num: AULD-128037740 State: Arkansas

TOI: L07I Individual Life - Whole

SERFF Status: Closed-Filed-Closed

State Tr Num:

Sub-TOI: L07I.101 Fixed/Indeterminate Premium - Single Life

Co Tr Num: I-23636

State Status: Approved-Closed

Filing Type: Form

Author: Ann Smith

Reviewer(s): Linda Bird

Date Submitted: 01/27/2012

Disposition Date: 02/02/2012

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Asset Care III Hour Glass Worksheet

Project Number: I-23636

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 02/02/2012

State Status Changed: 02/02/2012

Created By: Ann Smith

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Ann Smith

Filing Description:

RE: The State Life Insurance Company

FEIN: 35-0684263 NAIC: 69116

Invitation to Inquire - Advertising Form:

I-23636 Asset-Care III – Hour Glass Worksheet

The above referenced advertisement is being submitted for your review and approval. This form is new and does not replace any form currently in use by our company.

SERFF Tracking Number:	AULD-128037740	State:	Arkansas
Filing Company:	State Life Insurance Company	State Tracking Number:	
Company Tracking Number:	I-23636		
TOI:	L071 Individual Life - Whole	Sub-TOI:	L071.101 Fixed/Indeterminate Premium - Single Life
Product Name:	Asset Care III Hour Glass Worksheet		
Project Name/Number:	Asset Care III Hour Glass Worksheet/I-23636		

Our brokers will use this advertisement with prospective clients for State Life's Asset Care form number L301, (whole life with long term care provisions) approved by your department on March 8, 2006; R518, Caregiver/Equipment Rider approved by your department on January 7, 2008 (SERFF AULD-125411699); and Inflation Protection Rider, form number R519 approved by your Department on July 16, 2008 (SERFF AULD-125734674).

This advertising piece is pending approval from our domiciliary state of Indiana.

State Life has reviewed the form and believes, to the best of its knowledge, the form is both consistent with the laws and regulations of your state and in compliance with those laws and regulations. The form contains no unusual or possibly controversial items deviating from normal company or industry standards.

## Company and Contact

### Filing Contact Information

Ann Smith, Sr. Contract Analyst	Ann.Smith@oneamerica.com
One American Square	317-285-4223 [Phone]
Indianapolis, IN 46206	

### Filing Company Information

State Life Insurance Company	CoCode: 69116	State of Domicile: Indiana
One American Square	Group Code: 619	Company Type:
P.O. Box 406	Group Name:	State ID Number:
Indianapolis, IN 46206	FEIN Number: 35-0684263	
(877) 285-7660 ext. [Phone]		

-----

## Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
State Life Insurance Company	\$50.00	01/27/2012	55874620

<i>SERFF Tracking Number:</i>	<i>AULD-128037740</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>State Life Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>I-23636</i>		
<i>TOI:</i>	<i>L071 Individual Life - Whole</i>	<i>Sub-TOI:</i>	<i>L071.101 Fixed/Indeterminate Premium - Single Life</i>
<i>Product Name:</i>	<i>Asset Care III Hour Glass Worksheet</i>		
<i>Project Name/Number:</i>	<i>Asset Care III Hour Glass Worksheet/I-23636</i>		

## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed-Closed	Linda Bird	02/02/2012	02/02/2012

<i>SERFF Tracking Number:</i>	<i>AULD-128037740</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>State Life Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>I-23636</i>		
<i>TOI:</i>	<i>L071 Individual Life - Whole</i>	<i>Sub-TOI:</i>	<i>L071.101 Fixed/Indeterminate Premium - Single Life</i>
<i>Product Name:</i>	<i>Asset Care III Hour Glass Worksheet</i>		
<i>Project Name/Number:</i>	<i>Asset Care III Hour Glass Worksheet/I-23636</i>		

## Disposition

Disposition Date: 02/02/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>AULD-128037740</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>State Life Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>I-23636</i>		
<i>TOI:</i>	<i>L071 Individual Life - Whole</i>	<i>Sub-TOI:</i>	<i>L071.101 Fixed/Indeterminate Premium - Single Life</i>
<i>Product Name:</i>	<i>Asset Care III Hour Glass Worksheet</i>		
<i>Project Name/Number:</i>	<i>Asset Care III Hour Glass Worksheet/I-23636</i>		

<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Flesch Certification		No
<b>Supporting Document</b>	Application		No
<b>Supporting Document</b>	Life & Annuity - Acturial Memo		No
<b>Form</b>	Asset Care III Hour Glass Worksheet		Yes

SERFF Tracking Number: AULD-128037740 State: Arkansas

Filing Company: State Life Insurance Company State Tracking Number:

Company Tracking Number: I-23636

TOI: L071 Individual Life - Whole Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life

Product Name: Asset Care III Hour Glass Worksheet

Project Name/Number: Asset Care III Hour Glass Worksheet/I-23636

## Form Schedule

Lead Form Number: I-23636

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	I-23636	Advertising	Asset Care III Hour Glass Worksheet	Initial		0.000	I-23636_Asset-Care_III_hour_glass_worksheet_PRESS_011112.pdf

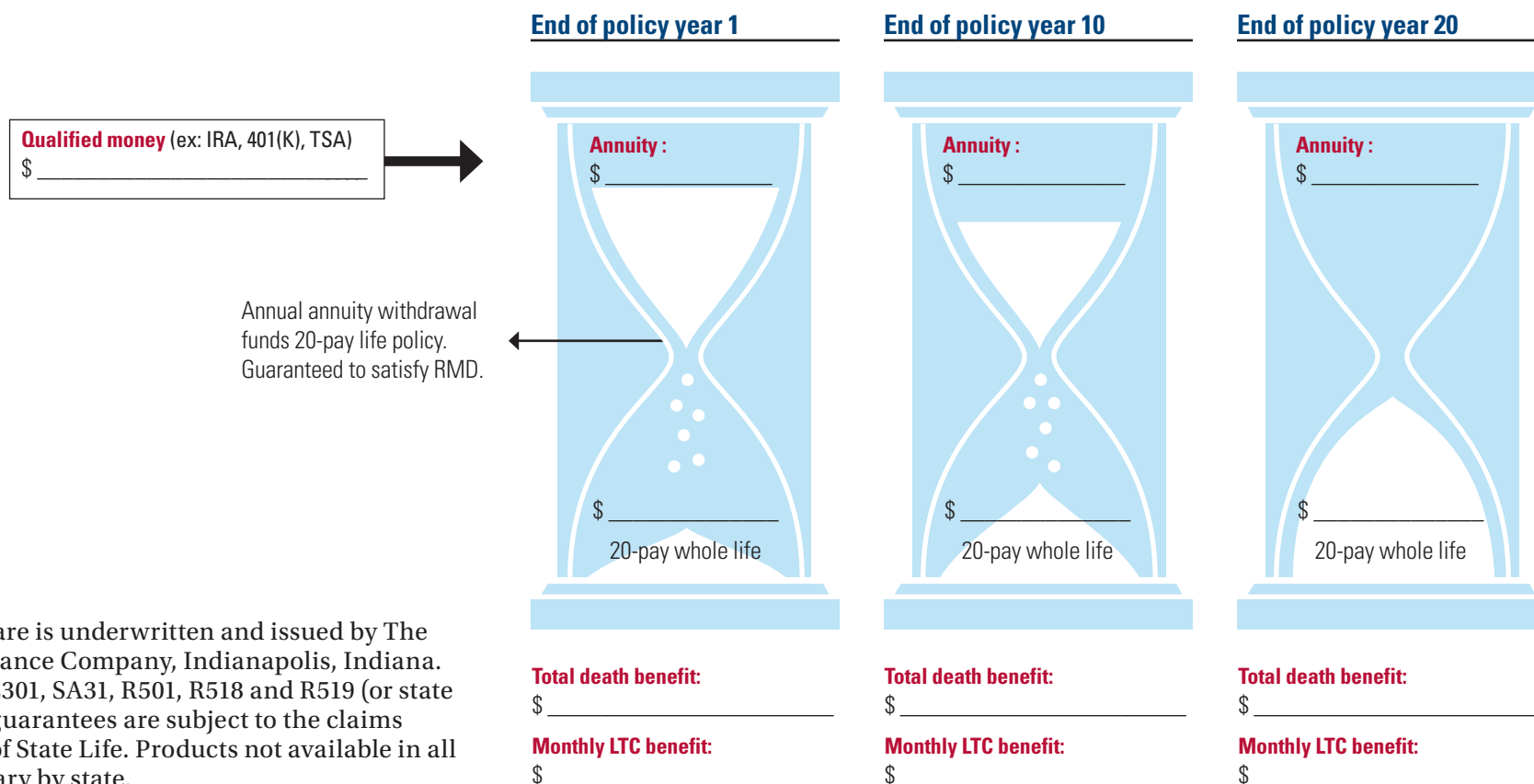
Insured: \_\_\_\_\_

Joint insured: \_\_\_\_\_

Single premium (transfer or rollover): \_\_\_\_\_

Long-term care acceleration option:      2%      3%      4%

# How Asset-Care® III works



**Notes:** Asset-Care is underwritten and issued by The State Life Insurance Company, Indianapolis, Indiana. Policy Forms: L301, SA31, R501, R518 and R519 (or state variation). All guarantees are subject to the claims paying ability of State Life. Products not available in all states or may vary by state.

NOT A DEPOSIT	NOT FDIC OR NCUSIF INSURED	NOT GUARANTEED BY THE INSTITUTION	NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY	MAY GO DOWN IN VALUE
------------------	-------------------------------	--------------------------------------	---	-------------------------

© 2012 OneAmerica Financial Partners, Inc. All rights reserved.

*Products and financial services provided by*

**THE STATE LIFE INSURANCE COMPANY** | a ONEAMERICA® company

P.O. Box 406 | Indianapolis, IN 46206 | 1-800-275-5101 | [www.oneamerica.com](http://www.oneamerica.com)

SERFF Tracking Number:	AULD-128037740	State:	Arkansas
Filing Company:	State Life Insurance Company	State Tracking Number:	
Company Tracking Number:	I-23636		
TOI:	L071 Individual Life - Whole	Sub-TOI:	L071.101 Fixed/Indeterminate Premium - Single Life
Product Name:	Asset Care III Hour Glass Worksheet		
Project Name/Number:	Asset Care III Hour Glass Worksheet/I-23636		

## Supporting Document Schedules

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Flesch Certification	
<b>Bypass Reason:</b>	We believe this requirement is not applicable to this advertising filing.	
<b>Comments:</b>		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Application	
<b>Bypass Reason:</b>	We believe this requirement is not applicable to this advertising filing.	
<b>Comments:</b>		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Life & Annuity - Acturial Memo	
<b>Bypass Reason:</b>	We believe this requirement is not applicable to this advertising filing.	
<b>Comments:</b>		